

JESSICA LEE

ART DIRECTOR

Traditional | Digital

614.657.2596

creativeleejess@gmail.com

creativeleejess.com

PROFESSIONAL SKILLS

- Brand strategy & identity
- Social media strategy & design
- Traditional & digital campaign concepts
- Adobe suite
 - Photoshop
 - Illustrator
 - InDesign
- PowerPoint
- Mailchimp
- Sketch
- InVision

PERSONAL SKILLS

- Nature photography
- Hiking adventures
- Outside yoga
- Kayaking with my pup
- Cooking
- Gardening
- Painting

EDUCATION

Columbus College of Art and Design

BFA: Advertising and Graphic Design

Minor: Copywriting

OVERVIEW

I'm an Art Director that is never afraid of challenges and likes taking chances in my design, with experience in digital and traditional campaigns, social media strategy, web design and brand identity. I enjoy building creative solutions from concept to design with an emphasis on strategies driven by client data and analytical insights.

EXPERIENCE

FREELANCE

ART DIRECTOR

11.2018 – PRESENT

- Web design for optimal user experience by applying modern digital design principles
- Social media strategy and design driven by data insights and customer research to increase reach, engagement and conversions
- Creative direct broadcast, print, and digital media campaigns to build brand awareness and a unique customer experience
- Develop brand identity and logo designs to enhance clientele voice and reputation

BEACON121

ART DIRECTOR

3.2018 – 9.2018

- Art direct photo and video shoots for broadcast and print from concept to execution with the collaboration of photographers, videographers and producers
- Lead and mentor team of Designers and Jr. Art Directors
- Collaborate with Copywriters on concepts and execution for websites, emails and variety of print materials

THE LOOMIS AGENCY/ILUMINERE

DIGITAL ART DIRECTOR

3.2016 – 3.2018

- Ideate, develop and support creative solutions for online experience, social media content, emails, campaigns and display banners with user experience design and digital design principles
- Collaborate with developers and design responsive websites with optimal user experience
- Art direct photo and video shoots for digital media from concept, storyboards to execution
- Create and present PowerPoint decks with insights and strategy to clients
- Use statistical analysis and reports to evaluate and improve campaign effectiveness and optimize conversion

THE LOOMIS AGENCY

GRAPHIC DESIGNER

10.2014 – 3.2016

- Collaborate with Creative Directors on brand campaigns and broadcast media
- Manage the creative process and all design inquiries for Golden Chick franchises for over 150 store locations
- Design POP, packaging, corporate identity and variety of print materials while working with media buyers, account, and production teams to oversee project completion
- Manage team of interns and freelancers

POO~POURRI

GRAPHIC DESIGNER

10.2013 – 10.2014

- Product and packaging design
- Assist in rebranding and new visual identity
- Design layouts for brochures, direct mail, social media, e-blasts, signage, POS displays, trade show assets and corporate identity materials
- Manage final production files including image production, proofing and communicating with outside vendors to ensure technical accuracy

CLIENTS

Papa John's, TGI Fridays, Golden Chick, Long John Silver's, Goodcents Subs, Rug Doctor, Fitness Connection, Family Allergy and Asthma Care, Ferrini Boots, Metro Mattress, Southwest Veterinary Symposium, Metro PCS, National United Bank and First United Bank